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Integrating ChatGPT into cognitive pretesting procedures

Since the launch of ChatGPT in November 2022, large language models (LLMs) have become a major topic in academic circles. In all areas where language data play a central role, they have great potential to become part of a researcher's methodological toolbox. One of these areas is the cognitive pretesting of questionnaires. There are at least three areas in which LLMs can augment current pretesting procedures and potentially render them more effective: (1) identifying potential problems of draft survey questions prior to cognitive testing, (2) suggesting cognitive probes to test draft survey questions, and (3) simulating or predicting respondents' answers to these probes (i.e., generating 'synthetic samples'). In this talk, I present our current experience with integrating ChatGPT into our pretesting procedures at GESIS.